

  ADS CENTER Resource Center to Address Discrimination and Stigma BRIDGING THE GAP BETWEEN WHERE WE ARE AND WHERE WE NEED TO BE	
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES Substance Abuse and Mental Health Services Administration Center for Mental Health Services	11420 Rockville Pike, Rockville, MD 20852 1-800-540-0320 stopstigma@samhsa.hhs.gov
Free Training Teleconference	Protest and Reward Strategies
<p>Reminder</p> <p>The SAMHSA Resource Center to Address Discrimination and Stigma Associated With Mental Illness invites you to participate in a free teleconference training titled, "Protest and Reward Strategies."</p> <p>Date: Thursday, September 14, 2006 Time: 12:00 PM – 1:30 PM (Eastern Time)</p> <p>To participate in this training teleconference, please complete the online registration form located at http://www.stopstigma.samhsa.gov/regpage.cfm. For additional teleconference information, please refer to the Training section of the SAMHSA ADS Center web site or contact a technical assistance representative by e-mail at stopstigma@samhsa.hhs.gov or by telephone at 1-800-540-0320. Please pass this invitation along to interested friends and colleagues. <i>Please note: Registration for this teleconference will close at 5:00 p.m., Eastern time, on Wednesday, September 13, 2006.</i></p> <p>Training Summary</p> <p><i>Recovery from mental illness is a complex process. As with all serious illness, the well-being of recovering individuals is affected by the attitudes that surround them.</i> – "Challenging Stereotypes: An Action Guide." U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services.</p> <p>Many problems confronting people with mental illnesses result from public misunderstanding about psychiatric disorders. At the most harmful levels, these misunderstandings rob people of rightful life opportunities. There are a variety of strategies that advocates might use to change negative attitudes and behaviors directed at people with mental illnesses. Strategies differ in terms of advantages and disadvantages and will differ with the community in which stigma change is sought. According to Patrick Corrigan, Psy.D., strategies that accomplish these goals include protest that demands righteous change and reward that seeks to partner with allies who will promote and enhance positive and appropriate attitudes.</p> <p>This training will:</p> <ul style="list-style-type: none"> • Present the research supporting the value and effectiveness of protest strategies in suppressing negative attitudes and representations of mental illness. 	

- Describe specific protest and reward models or approaches and share the program outcomes.

Presentations

Presentations will be conducted by:

- James Radack, Senior Vice President for Public Affairs at the National Mental Health Association (NMHA), the country's oldest and largest nonprofit organization addressing all aspects of mental health and mental illness;
- Bob Carolla, Director of Media Relations for the National Alliance on Mental Illness (NAMI), focusing on policy communications and overseeing NAMI's StigmaBuster program; and
- Deanna Troust, Vice President, Creative Services for Vanguard Communications, and the project director for the Center for Mental Health Services' Elimination of Barriers Initiative and SAMHSA's Voice Awards.

Speaker presentations will take approximately 60 minutes and will be followed by a 30-minute question-and-answer period. Participants will receive confirmation of their registration by e-mail shortly (1 to 3 days) before the scheduled conference date. This confirmation message will include telephone dial-in instructions and a link to presentation materials posted in the [Training](#) section of the SAMHSA ADS Center Web site.

Training Sponsor

This teleconference is sponsored by the SAMHSA Resource Center to Address Discrimination and Stigma (ADS Center), a project of the Center for Mental Health Services (CMHS) of the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services. The session is free to all participants.

About the SAMHSA ADS Center

SAMHSA's Resource Center to Address Discrimination and Stigma (ADS Center) helps people design, implement and operate programs that reduce discrimination and stigma associated with mental illnesses. With the most up-to-date research and information, the ADS Center helps individuals, organizations and governments counter such discrimination and stigma in the community, in the workplace, and in the media.

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